

US e-commerce sales to jump 18% in 2020, but not enough to offset retail's decline

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Sarah Perez

@sarahintampa / 10:42 am EDT • June 8, 2020

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U.S. e-commerce sales will jump 18% this year due to the impact of the pandemic that forced more shoppers online, according to a new report from **eMarketer**. However, the surge in new online orders won't offset the decline in the U.S. retail sector this year, the firm noted. The annual decline in retail sales, which also includes auto and fuel, will drop by 10% to a level not seen since 2016.

This is also steeper than the 8.2% drop last seen in 2009, according to

“This is the sharpest consumer spending freeze in decades in the U.S.,” said senior forecasting analyst Cindy Liu, in a [report](#). “In just a couple of months, sheltered in place, retail sales fell dramatically in March. With

predicted.

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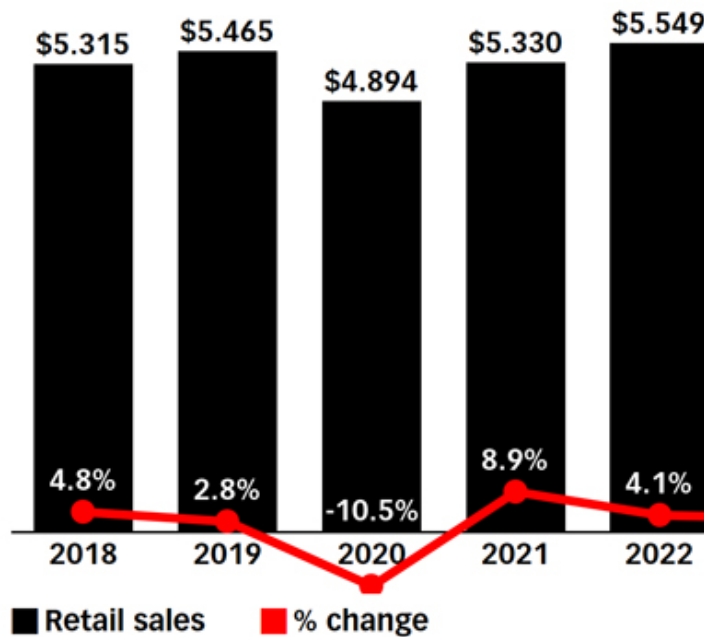
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In fact, the forecast estimates total retail sales won't rebound (2019 levels) until 2022.

Total Retail Sales in the US, 2018-2024
trillions and % change



*Note: excludes travel and event tickets, payments su
money transfers, food services and drinking place sa
vice goods sales*

Source: eMarketer, May 2020

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Physical retail is weighing down overall retail in the long term. retail sales will fall by 14% to \$4.184 trillion. And it may take u to return to prepandemic levels.

E-commerce hasn't been strong enough to offset those losse severity of retail's decline, the report said. In 2020, e-commer

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The report didn't delve deeply into the contributing factors as remain down despite stores reopening, but these would include a coronavirus-triggered recession — like job losses and job prompt consumers to quell their spending. In addition, many avoid brick-and-mortar retail entirely, instead only ordering through many consumers now working from home, apparel and accessories heavy hit.

The apparel and accessories category is typically the second example, but will only grow 8.6% as consumers shift spending non-essential purchases.

Meanwhile, other e-commerce categories including food and health/beauty/personal care are up by much more — the former 32.4%.

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surpass anything we've seen since the Great Recession," said principal analyst. "Certain e-commerce behaviors like online grocery and collect have permanently catapulted three or four years in four months," he added.

The shift to online grocery has been particularly beneficial to online grocery as a contributing factor to its overall e-commerce new report also noted that Walmart will, for the first time, surpass commerce retailer in the U.S, behind **Amazon**. It expects V sales jump by more than 35% in 2020, growing to claim a 5.8 commerce market.

Target, Best Buy, The Home Depot and Costco will grow as well.

But Amazon, as expected, will outpace the lot.

"Amazon will increase its e-commerce market share to 38% and dominance," Lipsman said.

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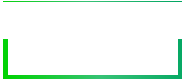
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